automatically dialed through the modem **322** and NCU **324**, and two-way connection is made with the response server **340** through telephone circuit **330** (step S17). Specified information is acquired automatically from the response server **340** through the telephone circuit **330** (step S18). For example, when the terminal is the data broadcast receiving apparatus **102***a*, it is connected with the response server **103***a* of city office a through the telephone circuit **104***a* from the modem **322** and NCU **324**, and the information of the escape destination of the region is obtained from the response server **103***a*. When the terminal is the data broadcast receiving apparatus **102***b*, it is connected with the response server **103***b*of city office b through the telephone circuit **104***b*, and the information of the escape destination of the region is obtained from the response server **103***b*. The information obtained through the telephone circuit and NCU **324** and modem **322** is stored in the RAM **313**, and the CPU **311** controls the display control unit **318** to display in the display unit **319**.

If the connection command (emergency code) is not contained, it means a request not requiring urgency. In this case, the information presented from the response server is the local news, guide, event, weather forecast, etc. At this time, the user judges if the connection request is issued from the operation input unit **320** by remote control (step S16). Not always dialing automatically, if not urgent, presence or absence of instruction of connection request by user is judged, so that unnecessary information is not acquired automatically, so that wasteful spending is saved. When the connection is requested by the user, the telephone number is read out from the RAM **313**, and is dialed automatically through the modem **322** and NCU **324**, and two-way connection is made with the response server **340** through the telephone circuit **330** (step S17). From the response server **340**, accordingly, the specified information, that is, the local news, guide, event, weather forecast and other information are acquired automatically through the telephone circuit **330** (step S18). The local information transmitted from the response server may be picture only, but it is preferred to send out both picture and voice in case of emergency.

As a specific example of emergency, suppose an earthquake occurs. In the event of an earthquake, the broadcasting station broadcasts data in the combination of city office ID number telephone number and information item superposed on the television broadcast. The data is decoded in the individual data broadcast receiving apparatuses **102***a*, **102***b*, **102***c*, ... The data broadcast receiving apparatus **102***a* belonging to city office a stores the telephone number of city office a. The data broadcast receiving apparatus **102***b* belonging to city office b stores the telephone number of city office b. The data broadcast receiving apparatus **102***c* belonging to city office c stores the telephone number of city office c. The data broadcast receiving apparatus **102***a* automatically dials the response server **103***a* of city office a, and automatically acquires the information of escape destination and escape route of the district from the response server **103***a* through the telephone circuit **104***a*.

Similarly, the data broadcast receiving apparatus **102***b* automatically dials the response server **103***b* of city office b, and automatically acquires the information of escape destination and escape route of the district from the response server **103***b* through the telephone circuit **104***b*. The data broadcast receiving apparatus **102***c* automatically dials the response server **103***c* of city office c, and automatically acquires the information of escape destination and escape route of the district from the response server **103***c* through the telephone circuit **104***c*.

The emergency notice information includes, aside from the escape destination and escape route, the time and place of service of water supply car, and time of food distribution. The information not requiring emergency includes the office hours of public institutes, newly purchased books in city library, and many others.

As the operation example, other example may be considered. That is, in case of emergency, if the power source of the data broadcast receiving apparatus is turned off, it is turned on by force, and the emergency information is transmitted securely.

Thus, according to the data broadcast receiving apparatus of the embodiment, various local data and individual data (information specific to age or sex, personal hobby or special information, brand preference information, etc.) are broadcast, and when the local data and individual data of the district of the specific data broadcast receiving apparatus are broadcast, the individual information may be acquired easily by automatically dialing the response server presenting the more specific regional information about the data, or the response server presenting more specific information about the one's own purpose.

In case of emergency, the response server is automatically dialed, and the local information can be acquired automatically.

If not urgent, the individual information is acquired only when the user wishes to acquire, and useless information is not obtained, and wasteful spending is saved.

What is claimed is:

1. A data broadcast receiving apparatus for receiving a television broadcast signal with a data broadcast signal superposed thereon comprising:

data broadcast decoding means for extracting from the data broadcast signal a first main information signal and a first auxiliary information signal, respectively,

display means for displaying at least one of the television broadcast signal and the data broadcast signal,

interface means for receiving a second main information signal and a second auxiliary information signal from an external device connected to a telephone circuit, and

control means for:

a)processing at least one of the first main information signal and the second main information signal from said data broadcast decoding means and said interface means, respectively, and

b) controlling at least one of said display means, said interface means, and said data broadcast decoding means,

responsive to at least one of the first auxiliary information signal and second auxiliary information signal.

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